

EXHIBIT C

UNITED STATES DISTRICT COURT
DISTRICT OF MASSACHUSETTS

In re: NEURONTIN MARKETING, SALES MDL DOCKET NO: 1629
PRACTICES, AND PRODUCTS
LIABILITY LITIGATION Master File No. 04-10981

THIS DOCUMENT RELATES TO:

ALL PRODUCTS LIABILITY
ACTIONS

VIDEOTAPED

DEPOSITION OF: CHERYL D. BLUME, Ph.D.

DATE: November 12, 2007

TIME: 9:25 a.m. to 6:07 p.m.

PLACE: 13902 North Dale Mabry Highway
Suite 122
Tampa, Florida

PURSUANT TO: Notice by counsel for
Defendants for purposes
of discovery, use at
trial or such other
purposes as are permitted
under the Federal Rules
of Civil Procedure

BEFORE: VALERIE A. HANCE, RPR
Notary Public, State of
Florida at Large

Volume 1
Pages 1 to 370

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24 DAVID LEGGETT, Videographer
25

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1 THE VIDEOGRAPHER: This is the videotaped
2 deposition of Cheryl Blume, Ph.D., being held in
3 the offices of Pharmaceutical Development Group
4 located at 13902 North Dale Mabry Highway in Tampa,
5 Florida, on November 12th, 2007. The time is
6 9:25 a.m.

7 My name is David Leggett. I'm the videotape
8 specialist. And the court reporter is
9 Valerie Hance. Will counsel introduce themselves.

10 MR. BARNES: Richard Barnes on behalf of
11 Pfizer.

12 MR. GUNTER: Vince Gunter on behalf of Pfizer,
13 defendants.

14 MR. WASICKO: Michael Wasicko on behalf of
15 Pfizer.

16 MR. FROMSON: Kenneth Fromson on behalf of the
17 product liability plaintiffs in the MDL, liaison
18 counsel in the New York coordinated litigation, and
19 counsel for plaintiffs in the action of Nicolette
20 Crone vs. Pfizer, Lake County, California.

21 MR. ALTMAN: Keith Altman, nonattorney with
22 Finkelstein & Partners.

23 MR. BARNES: Counsel on the phone, please
24 identify themselves.

25 MS. DALEY: Annamarie Daley, counsel for

1 A. "1-800-LAW-FIRM."
 2 Q. And would you describe the picture for the
 3 record, please, that is between the word "Suicide" and
 4 "1-800-LAW-FIRM."
 5 A. I think it's a close-up of the picture that
 6 was in the earlier one.
 7 Q. And what -- what -- can you describe it for
 8 the record, please.
 9 A. It appears to be a lady's silhouette with her
 10 hand on a loop of some sort.
 11 Q. Is it -- and is it a loop or does it look like
 12 a noose?
 13 A. Well, I don't know. I don't know. I guess it
 14 could be either. I don't know. I don't think I've ever
 15 seen a real noose.
 16 Q. Okay. Can you publish that to the jury,
 17 please.
 18 MR. FROMSON: Just note my objection to the
 19 document. Lack of foundation.
 20 BY MR. BARNES:
 21 Q. Can you hold it up, please.
 22 Do you understand this to be attorney
 23 advertising that was referred to in your report at
 24 page -- at paragraph 215?
 25 A. I just --

1 information concerning the nature and extent of the
 2 attorney advertising in 2003 when forming your opinions
 3 in this case?
 4 A. I knew that there was attorney information in
 5 2003.
 6 Q. Advertising?
 7 A. Advertising for cases, yes.
 8 Q. And do you know if it ran nationwide? Did you
 9 make any inquiry as to the extent of the advertising in
 10 2003?
 11 A. No.
 12 Q. Did you make any inquiry as to the extent of
 13 the attorney advertisement for Neurontin cases in 2004?
 14 A. I don't even know if it was still going on. I
 15 don't know.
 16 Q. Did you make any inquiry as to the extent of
 17 the plaintiff's attorney advertising for Neurontin cases
 18 in 2005?
 19 A. No.
 20 Q. Did you make any inquiry as to the extent of
 21 attorney advertising for Neurontin cases in 2006?
 22 A. No.
 23 Q. Did you make any inquiry as to the extent of
 24 attorney advertising for Neurontin cases in 2007?
 25 A. No.

1 MR. FROMSON: Just note my objection to form.
 2 Do you mean does she refer to this as this is
 3 the advertising that's referenced or is it
 4 advertising in general?
 5 BY MR. BARNES:
 6 Q. Is this attorney advertising for Neurontin
 7 lawsuits and suicide?
 8 A. This --
 9 MR. FROMSON: Objection as to the form of the
 10 question. Lack of foundation.
 11 THE WITNESS: I refer here to a series of
 12 documents that I think one of your in-house
 13 counsel, last name Su, it's her records that I'm
 14 referring to. And she discusses in one of these
 15 that there has been an attorney placement --
 16 placement by an attorney's firm for suicide. And
 17 I'm pretty confident that that's to what I'm
 18 referring.
 19 BY MR. BARNES:
 20 Q. So did you -- when did you -- when did you --
 21 well, how did you -- so you know there was a document
 22 that talks about attorney advertising in 2003 that
 23 you've reviewed and put into your report, correct?
 24 A. I reviewed this from your database, yes.
 25 Q. Now, did you ask -- did you ask for more

1 Q. Do you think that -- that attorney advertising
 2 for Neurontin cases, as it pertains to suicide between
 3 2003 and 2006, could artificially stimulate reports of
 4 adverse events pertaining to Neurontin?
 5 MR. FROMSON: Just note my objection as to the
 6 form of the question.
 7 THE WITNESS: Well, there is suicide events
 8 with Neurontin from the beginning of time with
 9 Neurontin. I mean, they were in the clinical
 10 trials. But it's conceivably that the events, if
 11 these indeed are true and were published, could
 12 have stimulated reports. I mean, the events with
 13 Dr. Franklin could have stimulated reports. I
 14 don't know.
 15 MR. BARNES: Move to strike. Would you read
 16 back my last question. I want her -- I would like
 17 for her to answer my question, please.
 18 (The reporter read the portion requested.)
 19 BY MR. BARNES:
 20 Q. Please answer that question.
 21 MR. FROMSON: Note my objection to the form of
 22 the question. And I'll also object that it's been
 23 asked and answered.
 24 You can answer.
 25 THE WITNESS: It is possible that advertising

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| <p style="text-align: right;">Page 202</p> <p>1 may have impacted the number of reports. 2 BY MR. BARNES: 3 Q. Did you undertake any analysis to measure the 4 effect of attorney advertising on stimulating reports 5 after -- after January 1, 2003 -- 6 MR. FROMSON: Objection. 7 BY MR. BARNES: 8 Q. -- for Neurontin and suicide? 9 MR. FROMSON: Objection as to the form. 10 THE WITNESS: I didn't make an effort to 11 evaluate the impact of either events, either the 12 guilty plea or the suicide events. But I broke one 13 of the databases at 2002, so that would come before 14 any of these issues. 15 MR. BARNES: Move to strike. Would you please 16 read back the last question. And I'd like an 17 answer to that question, please. 18 (The reporter read the portion requested.) 19 MR. FROMSON: Note my objection to the 20 question as being asked and answered. 21 THE WITNESS: Well, I feel that I've answered 22 it fully, but I will repeat the answer. 23 I did not make an attempt to look at any 24 impact, if there was an impact, if any, on 25 advertising, from 2003 on.</p> | <p style="text-align: right;">Page 204</p> <p>1 Q. Where is that -- where is that documented in 2 your report? 3 A. I did a cut at 2002? 4 Q. Yes. 5 A. Well, it's -- 6 MR. FROMSON: Just note my objection as to the 7 form to the extent she's already answered. 8 THE WITNESS: I think the title of it is 2002 9 to 2000 -- 2002 to 2006. 10 BY MR. BARNES: 11 Q. What analysis -- what analysis are you 12 referring to in that last answer, in your report? I'd 13 like to see it. 14 A. Well, I did a whole section of the report from 15 2002 on and prior up until 2002 and then following 2002. 16 Q. So you did a -- so you did a cut in 2002 that 17 stopped in 2002? 18 A. Okay. Let me show you. 19 '94 to '96, '96 to 2002, 2003 to present. And 20 the 2002 would have been before both the guilty plea and 21 these advertisements, if what you're telling me is true, 22 in these brands in 2003. 23 Q. So is the reason why you -- you did the cut 24 that stopped in 2002 was the -- is the potential effect 25 of notoriety bias on events reported after --</p> |
| <p style="text-align: right;">Page 203</p> <p>1 BY MR. BARNES: 2 Q. On -- on reporting of adverse events to FDA, 3 correct? 4 A. I did not make an effort to look at if there 5 was an impact. 6 Q. When you were retained in 2003, did you advise 7 Mr. Finkelstein's firm that attorney advertising could 8 have an adverse effect on the FDA database as it 9 pertains to reports of suicidal behavior? 10 MR. FROMSON: Just note my objection as to the 11 form of the question. 12 THE WITNESS: May I answer? 13 MR. FROMSON: Yeah, absolutely. 14 THE WITNESS: What I said with the attorneys? 15 MR. FROMSON: Yes. 16 THE WITNESS: I think it was discussed in one 17 conversation and we took that into consideration. 18 I took that into consideration, as I recall, when 19 we did -- we did somewhat of a data cut, an 20 arbitrary data cut at -- in 2002. And we did 21 another one at -- yeah, we did an -- it was 22 somewhat in 2002 to coincide with postherpetic, but 23 that was before the public announcement, both sets 24 of public announcements. 25 BY MR. BARNES:</p> | <p style="text-align: right;">Page 205</p> <p>1 A. It was -- 2 Q. -- after December 31st, 2002? 3 A. It was primarily to -- we had to find -- find 4 some way of breaking up this huge data set. So one of 5 the ways that we did it was that we did this cut at '94 6 to '96, and then did one at postherpetic neuralgia. And 7 I remember there was some discussion, because 8 postherpetic neuralgia is such a small indication, 9 whether it would make any significant difference in the 10 database. But it was also before the publicity of the 11 illegal activities by the Pfizer defendants and before 12 the advertising began. 13 Q. So you would agree that after 2002 there were 14 significant concerns -- or you had concerns that were 15 significant enough that you wanted to do a cut prior to 16 2002 because of the possible effects of notoriety bias 17 on adverse event reporting to the FDA database, correct? 18 A. Well, that -- 19 MR. FROMSON: Objection as -- 20 THE WITNESS: -- isn't what I said. 21 MR. FROMSON: Objection as to form. Misstates 22 her testimony. 23 THE WITNESS: That isn't what I said. What 24 I -- 25 MR. BARNES: Read back that question. I want</p> |